



International bootcamp for Seoul startups

16th -19th April

Steve Austin
Sillicon Valley iLab

Jaap Suermondt
Plug&Play Tech center

Per Jacobsen
Bowden-Jacobsen Partners

Tim Luan
Z-innoway



Here we have world's best

MENTORS

Steve Austin

Silicon Valley iLab

Steve Austin, He has worked with over 2500 startups—giving him a unique insight into challenges and secrets to success. Dozens of startups have raised funds and launched products after attending the workshops.

Steve has presented workshops in Silicon Valley and around the world. He has spoken at Conferences at Tsinghua and SUES Universities in China, and in Austria, Turkey and Seoul, Daegu and Gyeonggi Techpark in Korea.

Steve has developed and launched a dozen high-tech products. He has been the CEO, COO, VP Sales and Marketing and Product Manager. He has managed operations around the world including personally making \$100s of millions in B2B sales.

Austin has a BS in Finance and a major in Chemistry. For fun Steve plays guitar.





Jaap Suermondt is an entrepreneurial Silicon Valley advisor and operational executive with a proven track record of delivering and productizing applied innovation, and deep industry, go-to-market, and technical expertise. He is Executive in Residence at Plug and Play Technology Center in Sunnyvale, California (a large startup incubator). He is also Managing Director for Industry and Integration at the Stanford University School of Medicine.

Jaap's enterprise operational/executive and R&D career spans machine learning, data management and analytics, security analytics, IOT, healthcare, data de-duplication, ad tech / personalization, and operational efficiency. Previously, he was VP of Labs for HPE Software (a \$3B+ SW business, now part of Micro Focus), and Lab Director at HP Labs, where he led software and analytics research for memory-driven computing (including successful open-source projects), data science and machine learning, healthcare, business optimization / management science, and services research.

Jaap has a BS, MS, and PhD from Stanford University, is an inventor on over 40 granted patents, and is participating faculty in Stanford's Clinical Informatics Fellowship Program and an elected Fellow of the American College of Medical Informatics.

MENTORS

Bowden-Jacobsen Partners

Per Jacobsen is a senior executive and serial entrepreneur with vast experience in international business development.

He is a board member and executive of several start-up companies and the Managing Partner of Bowden-Jacobsen Partners, LLC, a growth oriented consulting company, running I-Fuel, a Hard Landing Hub on the East Coast of the United States and the developers of I-Preps an investment preparation program aimed at preparing high-potential companies for Series A funding and beyond.

Mr. Jacobsen has extensive experience in B2B and B2C start-ups with global markets, including experience raising funding, executing exits and M&A.

Mr. Jacobsen is also a loaned executive for TEDCO, the State of Maryland's technology growth and venture arm, an angel investor, and a mentor in the Founder's Institute and the Korean Innovation Center.

He was educated in Denmark and the United States and hold BA (Philosophy), BSc (Computer Sciences), and MSc degrees (Computer Sciences) as well as an MBA degree.





MENTORS

Z-innoway

Tim Luan, he is working at the management company of Innoway which is the startup street of Beijing (the heart of startups eco-system in China), he is in charge of global incubation, big size companies collaboration, online and offline platform, startups mentoring. He has been worked on aboard for 15 years, the mentor and judge of several international startups competitions. He is also the researcher in the field of Cross-border e-commerce, been helping many international startups who is interested in China market. He also helping big size companies doing innovations. He has a IT degree and MBA background.

Timetable

Steve's class



Enthusiastic!
Fun class to attend,

Mainly Group workshops,
Learn&practice a lot of things
With classmates.

CLASS summary

MENTEE 10 TEAMS Up to 2 pax/team

Group Workshops 140 hour 2 pax/team

1:1 Consulting 140 hour Up to 2 pax/team

Open Seminar 140 hour Up to 2 pax/team

Keywords

Sales & Marketing
B2B Sales # Pitching
Business Model
Silicon Valley

	DAY 1 4/16(Mon)	DAY 2 4/17(Tue)	DAY 3 4/18(Wed)	DAY 4 4/19(Thu)
9:00~10:00	Get to know each other @Auditorium, 10F Pitching class <ul style="list-style-type: none"> - Elements of investor pitch deck - Elements of Product Pitch deck Open to all @ Auditorium, 10F	Pitching class <ul style="list-style-type: none"> - 4 minutes sales plan - 5 minutes sales plan - -make chart of their Key factors Open to all @ Auditorium, 10F	Pitching class <ul style="list-style-type: none"> - Present your USP Create marketing message - Practice Pitch to investors Open to all @ Auditorium, 10F	Pitching class <ul style="list-style-type: none"> - LAST preparation on slides and budgets. Open to all @ Auditorium, 10F
10:00~11:00				
11:00~12:00				
12:00~13:00	Lunch			
13:00~14:00	Workshops <ul style="list-style-type: none"> - How to business in USA - Business model : HOW you make money - Present Business model - Customer Validation @ His room, 8F Class only	Workshops <ul style="list-style-type: none"> - Unique Sales Proposition(USP) messaging - - B2B sales dept CRM - Marketing - Social Media - Map out customer - Know the B2B&B2C timing to buy @ His room, 8F 	Workshops <ul style="list-style-type: none"> - Make sales and Marketing budgets. Make sales forecasts - Teams works on plan - Answers and Questions - Make sales material - Trade show collateral 	Rehearsal @Auditorium, 10F
14:00~15:00				
15:00~16:00	1:1 consulting <ul style="list-style-type: none"> - SA critiques & improves @ His room, 8F Class only	1:1 consulting <ul style="list-style-type: none"> - SA critiques & improves @ His room, 8F Class only	1:1 consulting <ul style="list-style-type: none"> - SA critiques & improves @ His room, 8F Class only	Final IR & Networking @ Auditorium, 10F
16:00~17:00				
17:00~18:00				
19:00~21:00		Open seminar for women startups pitching @ IR room, 2F		

Jaap's class



CLASS summary

MENTEE 6 TEAMS Up to 2 pax/team

Group Workshops 6 hour

1:1 Consulting 12 hour

Keywords

Enterprise software
 # Healthcare # Security
 # Data science / machine learning
 # Product & go-to-market strategy

	DAY 1 4/16(Mon)	DAY 2 4/17(Tue)	DAY 3 4/18(Wed)	DAY 4 4/19(Thu)
9:00~10:00	Get to know each other @Auditorium, 10F			
10:00~11:00	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only
11:00~12:00				
12:00~13:00	Lunch			
13:00~14:00				Rehearsal @Auditorium, 10F
14:00~15:00				
15:00~16:00	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only	
16:00~17:00				Final IR & Networking @ Auditorium, 10F
17:00~18:00				
19:00~21:00				

PER's class (3 days)



Mainly 1:1 consulting

CLASS summary

MENTEE 6 TEAMS Up to 2 pax/team

Group Workshops 6 hour

1:1 Consulting 12 hour

Keywords

#Hardware #software
#wearables and IoT
#global expansion
#Sales, M&A and funding

	DAY 1 4/17(Tue)	DAY 2 4/18(Wed)	DAY 3 4/19(Thu)
9:00~10:00	Get to know each other @Auditorium, 10F		
10:00~11:00	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only
11:00~12:00			
12:00~13:00	Lunch		
13:00~14:00			
14:00~15:00	Workshops @ His room, 8F Class only	Workshops @ His room, 8F Class only	Rehearsal @Auditorium, 10F
15:00~16:00			
16:00~17:00	1:1 consulting @ His room, 8F Class only	1:1 consulting - SA critiques & improves @ His room, 8F Class only	Final IR & Networking @ Auditorium, 10F
17:00~18:00			
19:00~21:00			

Luan's class



1:1 consulting
For those who wants to
enter Chinese market

CLASS summary

MENTEE 6 TEAMS Up to 2 pax/team

1:1 Consulting 24 hour

Open Seminar 2 hours

Keywords

#Internet+ **#AI**
#Entertainment
#New Retails
#Cross board ecommerce

	DAY 1 4/16(Mon)	DAY 2 4/17(Tue)	DAY 3 4/18(Wed)	DAY 4 4/19(Thu)
9:00~10:00	Get to know each other @Auditorium, 10F			
10:00~11:00	Opening seminar for introduction of opportunity of China Market	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only
11:00~12:00	@ Seminar 1, 9F			
12:00~13:00	Lunch			
13:00~14:00				LAST ROUND POLISHING (rehearsal)
14:00~15:00				
15:00~16:00	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only	1:1 consulting @ His room, 8F Class only	Final IR & Networking @ Auditorium, 10F
16:00~17:00				
17:00~18:00				
19:00~21:00				

Thanks